

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

October 18, 1996

RJR Account #088080

Mr. D. Calderon  
J. A. CALDERON CO.

## **DECEMBER DORAL B2G1F / PROMOTION #601794**

Dear Dave:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	4	12300-16612	1
Light 100	12300-22264	4	12300-15212	1

Product / Premium Arrival:

**November 18, 1996**

Ship Date to Retail:

**Week of: November 25, 1996**

SKU CUBE:

**1.0400**

SKU WT (w/o Product):

**4.0000 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Savings Cartons**

EFT \$ Amount:

**\$1,411.39**

Non-EFT \$ Amount:

**\$N/A**

51862 3244

-2-

B2G1F

J. A. CALDERON CO.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

***SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DECDOR.DOC

51862 3245

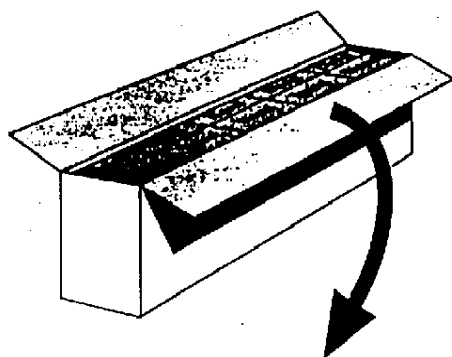
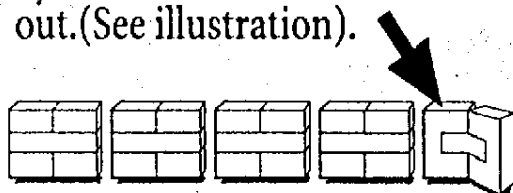
# WHOLESALE PACKING INSTRUCTIONS

## VALUE-ADDED PROMOTIONS – 4TH QTR. '96

December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains  
Five Prebanded 2-Pack  
B1G1F DORAL offers.

Four offers are banded side-  
by-side. The fifth offer folds  
out. (See illustration).



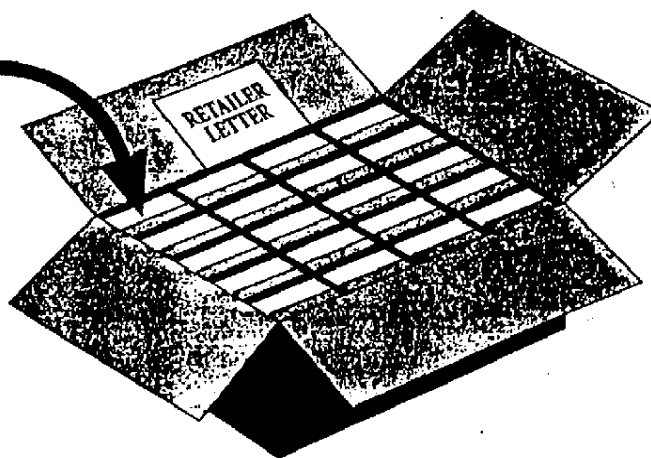
B1G1F  
Pre-Banded Offer



"Live" Pack

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



Item: #515990

Description: DORAL B2G1F Sleeve Kit

Brand Style						
Number of Cartons						

09/13/96 15:57

SIS - VAP SCROLL LIST

IMS904B1 PAGE: 009

WHOLESALE: 088080 J. A. CALDERON CO.

INSTRUCTIONS: DECEMBER PROMOTION; DORAL B2G1F

BRAND STYLES: FF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	268748	1626 02	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	0990-00-00 A 24		259
	268764	1626 02	7-11 11277	1482 BUFFALO RD	ROCHESTER	NY	0001-04-02 A 12		228
	268798	1626 02	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY		A 24	370
	326498	1626 02	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY		A 12	75
	539162	1626 02	STOP-N-SHOP	692 MANITOU RD	HILTON	NY		A 24	198
	600125	1626 02	TWENTY-TWENTY MARKET	2020 RIDGE RD W	ROCHESTER	NY		A 04	108
	654775	1626 02	7-11 #11278	720 ELMGROVE ROAD	GATES	NY	0001-04-02 A 24		213
	679258	1626 02	TUBBY'S DELIRANT	1097 LONG POND RD	ROCHESTER	NY		A 12	67
	684550	1626 02	RTESIDE MINI MKT	2709 CHILL AVE	ROCHESTER	NY		A 12	120
	764134	1626 02	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY		A 24	304
	764179	1626 02	CFM #33-048	4179 BUFFALO RD	ROCHESTER	NY	0990-00-00 A 24		157
	430853	1626 03	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY		A 24	196
	673072	1626 03	KWIK STOP	50 S MAIN STREET	PERRY	NY		A 00	
	764560	1626 03	G C MURPHY #3829	48 MAIN STREET	LE ROY	NY	0318-00-00 A 00		35
	268652	1626 04	7-11 #29135	2360 W HENRIETTA RD	ROCHESTER	NY	0001-04-02 A 04		200
	268713	1626 04	7-11 24809	3995 W HENRIETTA RD	ROCHESTER	NY	0001-04-02 A 24		210
	268720	1626 04	7-11 #11279	3100 E HENRIETTA RD	HENRIETTA	NY	0001-04-02 A 24		215
	268721	1626 04	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY		A 24	160
	268724	1626 04	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY		A 12	100
	268755	1626 04	M-T MEATS	1070 STONE RD	ROCHESTER	NY		A 12	100
	268815	1626 04	MAALI'S DELI	587 MAPLE ST	ROCHESTER	NY		A 24	145
	269157	1626 04	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY		A 12	163
	339359	1626 04	METRO CENTER MINI	583 W BROAD ST	ROCHESTER	NY		A 24	120
	415991	1626 04	REFINERS	417 MONROE AVE	ROCHESTER	NY		A 12	110
917872	416235	1626 04	MIKE HAHER'S MOBIL	1810 MOUNT HOPE AVE	ROCHESTER	NY		A 12	93
	481368	1626 04	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY		A 24	185
	505050	1626 04	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY		A 12	100
	510617	1626 04	HIGHLAND MINI MARKET	834 SOUTH AVE	ROCHESTER	NY		A 24	120
	549096	1626 04	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY		A 24	295
	559196	1626 04	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY		A 12	104
	587842	1626 04	7-11 #21337	1809 PENFIELD RD	PENFIELD	NY	0001-04-02 A 24		125
	624695	1626 04	RABEEH'S MINI MARKET	954 JAY STREET	ROCHESTER	NY		A 00	54
	633313	1626 04	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	0362-01-02 A 24		175
				900 WASHINGTON STREE					
	657232	1626 04	MATHIAS PATRAWALA IN	1475 W RIDGE ROAD	ROCHESTER	NY	0362-01-02 A 12		150
	705968	1626 04	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY		A 12	105
				295 STONEWOOD AVE					
	763221	1626 04	7-11 21412	3345 LAKE AVE	ROCHESTER	NY	0001-04-02 A 24		175
	763477	1626 04	7-11 22653/F	436 MONROE AVE	ROCHESTER	NY	0001-04-02 A 24		290
	763651	1626 04	7-11 24058	464 THURSTON RD	ROCHESTER	NY	0001-04-02 A 12		115
	763722	1626 04	CFM #33-054	1430 CLINTON AVE N	ROCHESTER	NY	0990-00-00 A 24		120
	764381	1626 04	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	0990-00-00 A 24		150
	354171	1626 05	CLYDE BARGIN CENTER	79 GLASGOW ST	CLYDE	NY		C 24	662
	503226	1626 05	FAIRPORT MOBIL MARTF	110 S MAIN ST	FAIRPORT	NY		A 12	135
	578794	1626 05	DOLLAR&MORE STORE	MAIN STREET	SODUS	NY		B 24	648
	602879	1626 05	DOLLAR & MORE STORE	DBA DOLLAR & MORE ST	LYONS	NY		B 24	355
	679346	1626 05	DOLLAR&MORE STORE	6144 STATE ROUTE 21	WILLIAMSON	NY		A 24	224
	724735	1626 05	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY		A 12	651
	763306	1626 05	WOLCOTT BARGINE CTN	10 NEW HARTFORD ST	WOLCOTT	NY		C 24	1075
	763667	1626 05	7-11 21962	1304 FAIRPORT RD	FAIRPORT	NY	0001-04-02 A 24		109

51862 3247

09/13/96 15:57

SIS - VAP SCROLL LIST

IMS904B1 PAGE: 010

WHOLESAILER: 088080 J. A. CALDERON CO.

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F

BRAND STYLES: FF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	764125	1626 05	BECKER PHARMACY	MAIN ST	RED CREEK	NY		A 24	102

Total Accounts 49

51862 3248

12/09/96

ACCOUNT NUMBER: 088080                      J. A. CALDERON CO.  
VOUCHER NUMBER: 15335247                    1467 MAIN ST E  
DATE WRITTEN: 12/09/96                      ROCHESTER , NY 14609  
STATUS: PAID  
AMOUNT PAID: 112.00                      SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	4.00	112.00

EXPLANATION: DEC DORAL B2G1F 601794 / AZ

51862 3249